

Public Good PR

Social Media for Nonprofits Workshop: Worksheet

Discussion 1: Define Your Voice

What makes sense for your organization?

Tone	<input type="checkbox"/> Serious <input type="checkbox"/> Lighthearted <input type="checkbox"/> Activist <input type="checkbox"/> Technical <input type="checkbox"/> Whimsical <input type="checkbox"/> Other: _____
Social Media Messaging	Primary editorial components of your stream: <input type="checkbox"/> Main Idea #1: _____ <input type="checkbox"/> Main Idea #2: _____ <input type="checkbox"/> Main Idea #3: _____ <input type="checkbox"/> Other: _____
Key Words and Phrases to Use	
Key Words and Phrases to Avoid	
Primary Content Sources (specific media sources, related organizations, experts in your field)	1. _____ 2. _____ 3. _____
Rules for Interacting	
Post Frequency	<input type="checkbox"/> Weekly <input type="checkbox"/> 3x/week <input type="checkbox"/> 5x/week <input type="checkbox"/> 10x/week <input type="checkbox"/> 15x+/week <input type="checkbox"/> Other: _____

Public Good PR

Discussion 2: Interaction

Prepare for an active social media stream.

Potential Influencers	
High-impact Hashtags	

Discussion 3: Campaign Planning

ID opportunities for your next social media campaign.

Goal	<input type="checkbox"/> Fundraising <input type="checkbox"/> Engagement & education <input type="checkbox"/> Volunteer recruitment <input type="checkbox"/> Promote events <input type="checkbox"/> Other: _____
Timing	<input type="checkbox"/> #GivingTuesday <input type="checkbox"/> #MCGives <input type="checkbox"/> Back-to-school <input type="checkbox"/> Holiday events <input type="checkbox"/> Other: _____
Themes to explore/ideas to emphasize	1. _____ 2. _____ 3. _____
Influencers to engage	1. _____ 2. _____ 3. _____